

富山高等専門学校		開講年度	令和03年度 (2021年度)		授業科目	商業英語	
科目基礎情報							
科目番号	0018		科目区分	専門 / 必修			
授業形態	授業		単位の種別と単位数	学修単位: 2			
開設学科	国際ビジネス学専攻		対象学年	専1			
開設期	後期		週時間数	2			
教科書/教材	MBA English, Oxford						
担当教員	クーパー トッド						
到達目標							
1) Learn vocabulary consistent with modern-day business and management 2) Become proficient at reading, writing, listening and speaking English with regards to business and management 3) Become proficient at using modern-day communicative tools							
ルーブリック							
		Ideal Level of Achievement (Very Good)	Standard Level of Achievement (Good)	Unacceptable Level of Achievement (Fail)			
Midterm exam		80%	70%	<60%			
Book reports		43687	43656	<6/10			
Presentations		Understood the topic well, could make it easy to understand, added own research	Understood the topic, presented the information at an acceptable level, added extra information	Did not exhibit understanding of the topic, added no extra information			
学科の到達目標項目との関係							
ディプロマポリシー B-1							
教育方法等							
概要	Introduction to career-related English used in the workplace. The focus will be on developing students ability to comprehend and communicate their message, with particular emphasis on vocabulary/management techniques/systems used in the workplace of top international companies.						
授業の進め方・方法	Lectures led by both teacher and students Seminar-style discussion Presentations by students						
注意点	*this syllabus is a "living" document and may be altered to achieve the aims of the course						
授業の属性・履修上の区分							
<input type="checkbox"/> アクティブラーニング		<input type="checkbox"/> ICT 利用		<input type="checkbox"/> 遠隔授業対応		<input checked="" type="checkbox"/> 実務経験のある教員による授業	
授業計画							
		週	授業内容	週ごとの到達目標			
後期	3rdQ	1週	Course Orientation / Management Systems	explanation of grading system and goals, intro to management systems eg. PDCA, CAPRA			
		2週	Cost-benefit analysis, intro to stock exchanges [book report #1 - best manager]	introduce cost-benefit analysis, setup a virtual stock exchange account			
		3週	Key concepts of Marketing and Advertising	discuss 4Ps, 3Cs, SWOT types of marketing & advertising campaigns			
		4週	Commercials and advertising campaigns	students & instructor will explain their choices demonstrating knowledge of the 5 ad campaigns			
		5週	Commercial show and tell [presentation #1]	students will present their original commercials			
		6週	Key concepts of Micro/Macro-economics, [written report #1]	differences between micro and macro, supply/demand curve, diminishing returns, etc..			
		7週	Definition, goals and role of money	the history of money from rocks to bitcoin			
		8週	midterm test	assignment of book report #2			
	4thQ	9週	Management, Financial and Tax Accounting [presentation #2]	students will introduce 2 types of accounting, instructor will report on stock exchange			
		10週	Corporate Social Responsibility, Transparency [presentation #3]	students introduce CSR and management best practices			
		11週	Organizational Behavior, Decision-making, Management Systems	instructor will describe the change from "personal" to "personnel"			
		12週	Industry Analysis and Competitive Advantage [presentation #4]	students will lead the explanation of different industries and companies			
		13週	The functions of Corporate and Management Communication	problems and solutions for better communication, low-context/high-context languages			
		14週	Creation and sustenance of Global Economies [presentation #5]	students will lead the discussion on globalization			
		15週	Review of the semester	a review of what was accomplished in the course			
		16週	Explanation of final grades				
モデルコアカリキュラムの学習内容と到達目標							
分類	分野	学習内容	学習内容の到達目標			到達レベル	授業週
評価割合							
	Midterm	Reports x 2	Pres x 5	Class/Homework	合計		
総合評価割合	40	20	30	10	100		
English skill	20	10	15	5	50		

Communicative ability	20	10	15	5	50
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